

Finally, the following model containing 17 nodes and 16 arcs and corresponding to the Fig. 1 was obtained:

[Prod][Pr][Pl][Prom][Leg][BC][IL][Sc][TF][FI][TS][Ed][Ind|TS:Ed][StTp|IL:Sc:TF:FI][Env|Leg:BC][Act|Prod:Pr:Pl:Prom][StS|Ind:StTp:Env:Act] (1)

So, it was determined that BNs represented by the directed acyclic graphs can be effectively used to create models which describe the startup development process and can be used for project evaluation by startup teams, investors and various innovative organizations. As a result of the study, Bayesian network for startup success evaluation was developed.

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MODERN TRENDS OF THE DEVELOPMENT OF THE WORLD ECONOMY

Everyone knows that the world economy is developing rapidly. The current trends in the development of the world economy have brought it to a very high level. The

internationalization of economic life and **globalization** "made their mark" on the history of the world economy.

The internationalization of economic life is the trade and economic ties between the national economies of different countries and regions. The division of labor, the growth of productive forces, the formation of international production characterize the process of interaction of countries in world space. This process is a difficult stage in the development of international relations. It depends on the degree of development of countries, because cooperation will be more effective if the degree of development is approximately the same. Economic integration presupposes customs unions, free movement of capital, labor, convergence of markets with the whole formation of a common market, the conclusion of an interstate treaty, economy [1]. Despite its numerous advantages, some oppression of the national uniqueness of the economies of different countries is a drawback.

Globalization is the next development trend of the global economy. Globalization is the process of creating a single space, with the aim of free movement of goods, services and information.

Like any other development process, globalization has its own characteristics and development tendencies. First of all, world trade is developing. Countries can represent their goods and services in the market, thereby increasing their competitiveness. High quality products, new technologies, skilled workers and innovations will make it possible to take a leading position in the market. From the drawbacks of globalization, it can be noted that less developed countries will be "lost" against the backdrop of leaders, but at the same time it will be the impetus for development. The global competitiveness index refers directly to globalization. This term shows the ranking of countries according to the following criteria: Infrastructure. Higher education and training, the atmosphere in the market of goods and services.

Based on the rating, Switzerland has for several years kept a high standard as a state in a high standard of living, good quality of medical services, as shown by the index 5.9. 2 and 3 in the ranking are taken by the United States (5.9) and Singapore (5.7) [2]. And what about Belarus? Belarus, roughly speaking, is not considered a competitive state because it is not in the rating. However, Belarusian scientists conducted a survey by interviewing the leaders of Belarusian companies. As a result of the research, Belarus can claim the 60th position in the rating.

From these trends, we can conclude that, on the whole, they positively influence the world economy, giving the opportunity to develop both in general and in individual countries.

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THE SILVER ECONOMY'S ROLE IN EUROPE

Demographic ageing within the European Union (EU) is likely to be of major significance in the coming decades. The proportion of people of working age in the EU-28 is shrinking while the relative number of those retired is expanding. The share of older persons in the total population will increase significantly in the coming decades, as a greater proportion of the post-war baby-boom generation reaches retirement. This will, in turn, lead to an increased burden on those of working age to provide for the social expenditure required by the ageing population for a range of related services [1].

Population ageing is a long-term trend which began in EU several decades ago. It is also the reason for a current economic trend called the "Silver Economy".

The "Silver Economy" can be defined as the economic opportunities arising from the public and consumer expenditure related to population ageing and the specific needs of the population over 50.

The European Silver Economy includes all the economic activities relevant to the needs of older adults, and the impact on many sectors. For example, health and nutrition, leisure and wellbeing, finance and transport, housing, education and employment. The Silver Economy is closely linked to the effects on older adults' quality of life and on the wider European economy.

An ageing society should be considered a sign of social and economic progress. One that, because of increasing longevity, brings further opportunities for economic, social and cultural development. It opens up new areas for economic growth and employment as technological innovation enters the market place. Demographic change also poses a major challenge to the European economy's current 'ways of doing business'. A strategic overview is essential to fully mitigate risks and exploit opportunities [2].

Several initiatives related to the societal challenge of the ageing population have been launched, in the context of Europe's innovation strategy Europe2020. The objective is for older adults in Europe to live independently and actively for longer, in conditions enabling them to continue contributing to the European society and economy. European policy-makers started to focus on tackling the societal challenge of an ageing population more than a decade ago. Numerous initiatives, both at European and national/regional levels were launched, initially for the most prominent and immediate challenge: how to